

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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# Merit Switch On!

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*Low tar MERIT attracts increasing number of former high tar smokers.*

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Not too long ago, most smokers believed that low tar cigarettes simply didn't taste very good.

Then along came MERIT packed with "Enriched Flavor" tobacco. And the "low tar, low taste" theory was exploded.

No other new cigarette in the last 20 years has attracted so many smokers as quickly as MERIT!

It's clear: MERIT taste is changing attitudes towards low tar smoking.

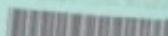
## MERIT

8 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 79.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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